

Cb Bhattacharya

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

24 papers	10,987 citations	17 h-index	25 g-index
25 ext. papers	12,619 ext. citations	6 avg, IF	6.73 L-index

#	Paper	IF	Citations
24	Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. <i>Journal of Marketing Research</i> , 2001 , 38, 225-243	5.2	2625
23	Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies. <i>Journal of Marketing</i> , 2003 , 67, 76-88	11	1882
22	Doing Better at Doing Good: When, Why, and How Consumers Respond to Corporate Social Initiatives. <i>California Management Review</i> , 2004 , 47, 9-24	13.2	1243
21	Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication. <i>International Journal of Management Reviews</i> , 2010 , 12, 8-19	6.4	1227
20	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006 , 70, 1-18	11	867
19	Corporate Social Responsibility, Customer Satisfaction, and Market Value. <i>Journal of Marketing</i> , 2006 , 70, 1-18	11	841
18	Reaping relational rewards from corporate social responsibility: The role of competitive positioning. <i>International Journal of Research in Marketing</i> , 2007 , 24, 224-241	5.5	754
17	The Debate over Doing Good: Corporate Social Performance, Strategic Marketing Levers, and Firm-Idiosyncratic Risk. <i>Journal of Marketing</i> , 2009 , 73, 198-213	11	497
16	Corporate Social Responsibility, Customer Orientation, and the Job Performance of Frontline Employees. <i>Journal of Marketing</i> , 2014 , 78, 20-37	11	442
15	Us versus Them: The Roles of Organizational Identification and Disidentification in Social Marketing Initiatives. <i>Journal of Public Policy and Marketing</i> , 2002 , 21, 26-36	3.8	120
14	Stakeholder Marketing: Beyond the Four Ps and the Customer. <i>Journal of Public Policy and Marketing</i> , 2008 , 27, 113-116	3.8	116
13	Corporate social responsibility: a corporate marketing perspective. <i>European Journal of Marketing</i> , 2011 , 45, 1353-1364	4.4	107
12	Corporate social responsibility: a consumer psychology perspective. <i>Current Opinion in Psychology</i> , 2016 , 10, 70-75	6.2	85
11	Consumer reactions to corporate social responsibility: The role of CSR domains. <i>Journal of Business Research</i> , 2019 , 95, 502-513	8.7	66
10	Corporate crises in the age of corporate social responsibility. <i>Business Horizons</i> , 2015 , 58, 183-192	10.1	54
9	The Business Case for Sustainability Reporting: Evidence from Stock Market Reactions. <i>Journal of Public Policy and Marketing</i> , 2017 , 36, 313-330	3.8	22
8	Introduction to the Special Section on Stakeholder Marketing. <i>Journal of Public Policy and Marketing</i> , 2010 , 29, 1-3	3.8	22

7	Marketing and society: Preface to special section on volunteerism, price assurances, and direct-to-consumer advertising. <i>Journal of Business Research</i> , 2011 , 64, 59-60	8.7	7
6	When and How Does Corporate Social Responsibility Encourage Customer Orientation?. <i>SSRN Electronic Journal</i> , 2011 ,	1	5
5	Marketing's Consequences: Stakeholder Marketing and Supply Chain CSR Issues. <i>SSRN Electronic Journal</i> , 2010 ,	1	3
4	The Debate Over Doing Good: Corporate Social Performance and Firm-Idiosyncratic Risk (08-111). <i>SSRN Electronic Journal</i> , 2008 ,	1	1
3	Convergence of Interests - Producing Social and Business Gains Through Corporate Social Marketing. <i>SSRN Electronic Journal</i> , 2005 ,	1	1
2	Motivating Boundary-Spanning Employees to Engage External Stakeholders 2019 , 147-162		0
1	Stakeholder-centricity a Precondition to Managing Sustainability Successfully. <i>Global Policy</i> , 2015 , 6, 483-485	1.8	